Spring '59 ?

"The purpose of WCSR, the Smith College Radio Station shall be to serve the interests of the student body both as a means of communication and a medium for entertainment. WCSR operating as a non-~~commercial~~ profit organization shall be staffed solely by students of Smith College in order for them to gain practical experience in the fields of radio. WCSR, the Smith College Radio Station shall at all times endeavor to be perceptive of the needs and desires of the students ~~which~~ whom it serves."

(Article I of WCSR Charter)

As far as we know, WCSR is the only college radio station that is affiliated with a network. By means of a telephone wire that runs between Northampton and Amherst, WCSR and WAMF, the Amherst College radio station, have created the Pioneer Broadcasting System. We exchange almost one-third of our air time with the gentlemen across the river, and plan our schedules and joint policies at PBS meetings, line conferences and frequent telephone conversations.

WCSR broadcasts nine hours a day, Monday through Friday, and ten hours on Sunday. We break for an hour at dinner following the normal college schedule. Of the nine broadcasting hours each day, three hours are classical music; our nightly Concert Hall program is by request of both faculty and students. The afternoon programs are music, mostly popular; at five o'clock WCSR sends Easy Listening on the network to provide a background for pre-dinner enjoyment. Friday morning PBS presents a breakfast show, female half at Smith, and male half cutting in from Amherst. On every other weekday morning, except Wednesday chapel morning, listeners of WCSR can arise to Behind the Eight Ball from eight to nine o'clock. Friday night is specialty night, with personality shows and special events in addition to the regular hour and fourty-five minutes of classical music. Sunday morning from nine to one is entirely classical music, and the afternoon is opera sent from WAMF.

What's that?

describe more fully

~~The staff of~~ the station is ~~headed~~ staffed by the station manager, the program director, the technical director, executive secretary, advertising manager and publicity director. These ~~five~~ six members and the representative at large form the senior board, and plan all policies, financial disbursements and staff appointments. The junior board, run by the representative at large, is made up of the assistant program director, who is also the personnel director, the music and drama directors, head of announcers, head of heelers and the afternoon and night producers. The producers take daily shifts at the station, and are directly responsible for everything that goes out over the air, co-ordinating or attending to communication with WAMF, and generally managing the station during the broadcasting hours. WCSR elections are held in February. The top officers are nominated by each department, i.e., the technical director by the technical department, and elected by a majority vote from all full staff members. Their term of office is from February to February.

a?

representing whom? How selected?

The rapid rise of interest in radio all over the campus was quite evident this year, when in February, 97 freshmen applied for membership to WCSR. These apprentices, or heelers, go through a rigid training program, designed to teach them the bare essentials of every phase of the station. The second step in heeler training is department specialization, technical work, production, announcing, or advertising. For example, technical heelers receive individual lessons from the head of the department and must pass a stiff performance test before they are qualified; the producers learn to write scripts, direct programs and put together all kinds of music shows, while the announcer heelers take a voice test to determine voice quality, tone and adaptability to all kinds of material.

The advertising department is momentarily the fastest growing and most creative section of the station. It is also the life line of WCSR because we have no other source of income. The "ad" girls cover the town collecting minute commercials, time-signal and program sponsers. They write the copy with both the sponsers and the radio audience in mind, and see that the results are satisfactory to both. WCSR carries national advertisments such as Lucky Strike and RCA Victor, as well as Hamp's old favorites, Mary Marguerite, Brandle's Drug store and Taxi 55, to name just a few of our 23 sponsers.

Because so much of our programming depends on a growing and well-founded music library, we spend a great deal of our income on records. By contracts with several major record companies, we receive new releases and classical records, either for a reduced price, or for advertising.

Our outstanding dramatic show, Spotlight, is one of the few times the recorded music is not the only feature. Each Sunday night PBS presents the combined effors of Smith and Amherst and the respective theatre departments in an hour long adapted or original production. It has become one of the finest and most popular programs on the campus. However the director finds it difficult to get enought money to get many copies of scripts printed and to produce a smooth show with our limited facilites.

The biggest problem that WCSR must buck every minute of the day is an extremely poor technical plant. The board, or control panel, is a hand-pieced, poorly constructed, worn out lot of metal, held together by the blood of the technicians. It has two turntables and three microphones; the mikes are fair, but suffer from poor amplification. We have a Pentron tape recorder that enables us to tape away from the studio and play back shows at more convienient times.

Our electrician gave us a complete repair estimate that far exceeds any amount of money that we could possible earn by ourselves. This year WCSR has spent the bulk of its income on repair work. More money has gone toward the installation of a cable that will run to every college house. It will enable us to increase the listening audience to a great degree and still to keep within Federal Communications Commission regulations. At this time, WCSR broadcasts on antenna that covers Northampton, and Amherst on the network.

All finances are handled by the station manager through the college student bank. We receive money only through advertisments

advertisments, with the exception of last year's student donation to purchase the cable. Also last year WCSR received an anonymous grant of $250 to spend on records or new equipment. We ~~have a debt to~~ the college ~~that amounts to~~ $897.66 for ~~left from~~ the cost of our original installation. We ~~pay~~ are paying it off at a rate of $100 per year.

In an effort to learn and grow, WCSR is constantly in touch with other college stations in the east. Last fall we attended a college radio conference held at Amherst, and traded ideas and problems with 89 representatives from 13 colleges. We also use radio time for lectures and speeches from other stations, such as Adlai Stevenson's Harvard lectures in April, which we received on a direct line from Cambridge to the Pioneer Broadcasting System. April 9, WCSR took over WYBC at Yale for Friday night using female technicians and announcers in an outstanding array of programs. Friday, April 16, WHRB, Harvard radio ~~will~~ visited our station and broadcast from seven until twelve midnight. We hope to have more such visits from Trinity College and Yale this semester. WCSR also ~~serves the college by taking~~ takes polls to determine student wishes for ~~better~~ programs, types of music and special events to be broadcast.

In the near future WCSR hopes to overcome its three main problems; first our debt to the college, second, the faulty technical equipment, and third, the limited music and tape library. This year we have experienced a most phenomenal growth in membership, money and prestige. We, the members of WCSR, do not hesitate to say that we are the fastest growing organization on Smith campus, in spite of our handicaps. We feel, too, that women have a great place in the field of radio, and we aim to make WCSR an outstanding example of a college radio station, notwithstanding the sex of its members.